

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1205

Washington, D. C.

October 9, 1948

Wholesale-Canner Contacts At Canners Convention

The National-American Wholesale Grocers has requested the National Canners Association to publicize the fact to its members that NAWGA's 1949 Convention at Atlantic City will adjourn the afternoon of Friday, January 14, at the close of the joint wholesale-canner program, and that wholesale grocers will therefore be looking for canners with whom to visit and confer on Friday, Saturday and Sunday, January 14, 15 and 16, respectively.

The grocers are staying over for the purpose of canner contacts particularly on those days. They arrive on January 11, hold their own convention program sessions through January 14, concluding with the joint grocer-canner program, and are scheduling their departure date from Atlantic City, for the most part, Sunday, January 16.

Home Economics Materials Being Mailed in Heavy Volume

With the beginning of the school year the Home Economics Division receives hundreds of requests for materials about canned foods. Heavy mail requests began coming in about September 10. For the remainder of the month an average daily request for approximately 8,900 pieces of educational material, recipes and general publications was received. During the 16 office days of this period a total of 142,600 pieces of material were requested. The largest portion of the material goes out in bulk mailings for classroom use. (Continued on p. 336)

N.C.A. at Florida Meeting

The season of State canner association meetings begins next week with the convention of the Florida Canners Association at St. Petersburg, October 14-16. The N.C.A. has been invited to take an active part in the Florida program. President Howard T. Cumming, Katherine Smith and Charles J. Tressler are to participate.

Symposium on Canned Foods Merchandising Scheduled For Important Session of 1949 Canners Convention

Merchandising of canned foods will be the subject of a symposium scheduled by the N.C.A. Convention Committee for the Second General Session of the 42nd Annual Canners Convention, Tuesday morning, January 18. Members of the Committee and officers have conferred for the past month on this matter, under the conviction that such a topic will be of paramount interest to each segment of the industry that will be in attendance at Atlantic City—canners, brokers, buyers and suppliers.

1948 Canners Directory Mailed This Week

The 1948 Canners Directory was mailed this week to all Association members. Listing all food canners in the United States and Territories, alphabetically by States and by each canner's home office or plant, and with a listing of commodities packed by each canner, the new Canners Directory, for the first time, designates canners who are N.C.A. members.

Canned Foods Price Story Given Additional Publicity

Newspaper clippings received by the Association this week show that price publicity prepared and issued by the N.C.A. is known to have been published in newspapers having a circulation of 3,642,799, not counting trade papers.

The paper with the largest circulation yet reported to have publicized the favorable price position of canned foods is the Chicago Daily News, having a circulation of 504,073, from which a clipping was received this week. A story on food prices in general, written by George Thiem, staff farm writer, opened with the information that canned fruits and vegetables are the consumer's best buy. The N.C.A. price story had been presented to the Daily News by Alvin H. Livingston & Co., a brokerage firm which had received the release through the National Food Brokers Association.

William J. Kiefer of Gibbs & Co., Inc., Baltimore, reported that the N.C.A. price story was sent by his office to 39 newspapers, and he sent (Please turn to page 334)

The Association has invited organizations representing each of the various distributing interests to designate the best-informed and most competent member to speak for about ten minutes on this subject. This would bring to the symposium expressions on merchandising from the following organizations:

National Canners Association, National Food Brokers Association, Super Market Institute, National Association of Food Chains, National-American Wholesale Grocers Association, National Association of Retail Grocers, and U. S. Wholesale Grocers Association.

Each of these organizations has been invited to assign a speaker who will do a thorough preparation and make

(Please turn to page 336)

Freight Absorption Hearings

Senator Homer Capehart (Ind.) announced this week that public hearings before the Trade Policies Committee, of which he is chairman, will be held in Washington beginning November 9.

The Senator said that the opening sessions of the public hearings would be confined largely to the testimony of witnesses from the Federal Trade Commission, and representative buyers and sellers of steel, sugar and cement. He said he was anxious to hear from steel buyers, since that was one of the first industries to change to f.o.b. mill pricing, and he wanted to learn the effect of this change on steel buyers.

PROCUREMENT

Mexican Canned Meat

The Department of Agriculture announced last week that contracts have been awarded to provide for purchase during the current fiscal year of 133,200,000 pounds of Mexican canned meat and meat products for export to foreign countries.

Included in the 133,200,000 pounds are 118,000,000 pounds of canned meat and 15,200,000 pounds of canned edible meat by-products. The prices provided in the contracts, for delivery to the International border, are 28 cents a pound for the canned meat and 18 cents for canned edible meat by-products.

During the year ended June 30, 1948, purchases of canned meat in Northern Mexico totaled about 40 million pounds. So far, most of the meat purchased by USDA has been sold for civilian feeding in Europe. Minor amounts have gone to other foreign countries.

Army Contract Awards

The following contract awards for canned foods have been announced:

Canned Peaches

Awards under Bid No. QM-04-493-49-27 were made by Oakland on 288,454 dozen No. 2½ and 13,704 dozen No. 10 cans. Information on prices was not supplied.

Awards under Bid No. QM-04-493-49-28 were made by Oakland on 44,700 dozen No. 2½ and 1,860 dozen No. 10 cans. Information on prices was not supplied.

Canned Apricots

Awards under Bid No. QM-04-493-49-46 were made by Oakland on 173,709 dozen No. 2½ and 12,423 dozen No. 10 cans. Information on prices was not supplied.

Awards under Bid No. QM-04-493-49-45 were made by Oakland on 19,470 dozen No. 2½ and 2,577 dozen No. 10 cans. Information on prices was not supplied.

Canned Salmon

Awards under Bid No. QM-04-493-49-58 were made by Oakland on 46,909 dozen No. 1 cans. Information on prices was not supplied.

No awards were made by Oakland under Bid No. QM-04-493-49-37.

Canned Peas

(Awarded by Chicago, Bid No. QM-11-183-49-153)

Quantity (dos.)	Price	F.O.B. Point
8,600 No. 2(e)	\$1.23	Rochester, Minn.
3,400 No. 2(e)	1.25	Heber City, Utah

Canned Corn

(Awarded by Chicago, Bid No. QM-11-183-49-73)

Quantity (dos.)	Price	F.O.B. Point
80,000 No. 2(d)	\$1.50	Denton, Md.
91,000 No. 2(d)	1.525	*Ames, Iowa

(d) domestic; (e) export; * canner's plant.

Invitations to Bid

★ Quartermaster Purchasing Offices—111 East 16th Street, New York 3, N. Y.; 1819 West Pershing Road, Chicago 9, Ill.; Oakland Army Base, Oakland 14, Calif. (Western Branch).

Veterans Administration—Procurement Division, Veterans Administration Building, Washington 25, D. C.

The Walsh-Healey Public Contracts Act will apply to all operations performed after the date of notice of award if the total value of a contract is \$10,000 or over.

The Army has invited sealed bids to furnish the following:

FRUIT COCKTAIL—26,940 dozen 6-oz. cans. Bids due at Chicago under serial No. QM-11-183-49-397 by Oct. 11.

CANNED BERRIES—quantities of blackberries, loganberries, and/or boysenberries in No. 10 and No. 2 cans. Bids due at Oakland under serial No. QM-04-493-49-99 by Oct. 11.

CANNED FRUITS—quantities of apricots, fruit cocktail, and peaches in 6-oz. cans. Bids due at Chicago under serial No. QM-11-183-49-415 by Oct. 12.

CANNED SNAP BEANS—5,894 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-360 by Oct. 12.

CANNED TOMATOES—7,500 dozen No. 10, 13,660 dozen No. 2½, or 20,130 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-361 by Oct. 13.

TOMATO PASTE—7,992 dozen No. 10 and 27,976 dozen 6-oz. cans. Bids due at Oakland under serial No. QM-04-493-49-94 by Oct. 14.

CANNED PEAR—14,746 dozen No. 10 and 29,200 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-371 by Oct. 14.

CANNED APPLES—87,759 dozen No. 10 and 246,888 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-339 by Oct. 15.

CANNED PRUNES (evaporated or dried)—1,066 dozen No. 10 cans. Bids due at Oakland under serial No. QM-04-493-49-95 by Oct. 18.

CANNED LIMA BEANS—965 dozen No. 10 cans. Bids due at Chicago under serial No. QM-11-183-49-389 by Oct. 19.

BLUEBERRIES—1,845 dozen No. 10 and 2,444 dozen No. 2 cans. Bids due at Chicago under serial No. QM-11-183-49-400 by Oct. 20.

The Veterans Administration has requested sealed bids to furnish the following:

CANNED BOYSENBERRIES AND BLACKBERRIES—5,046 dozen No. 10, 18,536 dozen No. 2½, or 18,870 dozen No. 2 cans of boysenberries; and 1,856 dozen No. 10 or 9,886 dozen No. 2 cans of blackberries. Bids due under serial No. 81-8 by Oct. 19.

QMC Food Costs Cited

The basic cost of the Army's standard garrison ration—without adding any other expenses such as those incurred in procuring, shipping, storing, preparing, and serving—has been reported by the Quartermaster Corps to have risen from 40.61 cents per soldier per day in 1940 to an average of \$1.03 in 1948. This is an increase of 254 percent.

The canning industry may take pride in pointing out that, according to the Bureau of Labor Statistics, consumers paid only 158 percent of 1935-39 retail prices for canned fruits and vegetables during August.

Canned Foods Price Story

(Concluded from page 333)

the N.C.A. clippings from the following papers which reproduced the story: New Orleans Item (87,809), Baltimore Afro-American (71,570), Mobile, Ala., Register (37,222), and Tampa Tribune (98,870).

W. H. Sherman of the Association of New York State Cannerymen, Inc., who has reported wide distribution of the price story, reported that the Victor Food Corp., Victor, N. Y., cited the favorable price position of canned foods recently on its broadcast over WVET, Rochester.

Clippings of the price story also have been received from the Fredonia, N. Y., Censor (926), Ogdensburg, N. Y., Journal (5,479) and the Salem Oregon Statesman (11,437).

The Des Moines Tribune (150,764) published the price story after receiving the N.C.A. release from Cartan & Jeffrey Co., members of NFBA.

The U. S. Wholesale Grocers Association reproduced the N.C.A. price story and distributed it as a press release, and The Pennsylvania Packer, organ of the Pennsylvania Cannery Association, published the price story to its members in the September issue.

At the meeting of 115 food editors in New York recently, the Can Manufacturers Institute showed its motion picture on canned foods, which summed up with the statement that "it seems likely canned foods in general provide not only the most food per dollar of cost but also offer the best nutritional values from an economic standpoint." This was reported in the New York Herald-Tribune (320,657) by Clementine Paddleford, food editor.

The N.C.A.'s Home Economics Division has made additional distribution of "A Story Worth Repeating!" to 1,500 food editors of metropolitan daily newspapers, food editors of magazines of nation-wide circulation, to radio people for use on consumer programs, and to home economists in consumer service and education.

Also, the National-American Wholesale Grocers Association reproduced "A Story Worth Repeating!" in its bulletin to its membership.

Additional reprints and matrixes were requested by canners and mailed this week. Michigan Mushroom Co., Niles, Mich., and Libby, McNeill & Libby, Chicago, were sent 100 each; Gibbs & Co. was sent 40; and Juice Industries, Inc., Dunedin, Fla., four.

LABOR

SELECTIVE SERVICE ACT OF 1948 ENJOINS EMPLOYERS TO REHIRE PERSONNEL COMPLETING MILITARY SERVICE

The Selective Service Act of 1948, in Section 9, provides rules on separation from the armed forces and the re-employment rights of those who shall have terminated their periods of service. The Bureau of Veterans' Reemployment Rights of the Department of Labor has stated these rules as follows:

"1. In general, the rights of service men and women to be reemployed in the jobs they leave to join the services are similar to those that prevailed under the old Selective Service Act, but with a few important changes.

"2. Reemployment rights are applicable to Army, Navy, Air Force, Marine and Coast Guard personnel including members of women's components, now integrated into the regular armed forces. Rights under the new Act do not extend to personnel of the Merchant Marine.

"3. Persons who satisfactorily complete their periods of training or service are entitled to be restored to their former positions (other than temporary positions) on application for reemployment within 90 days after being relieved from such training or service or from hospitalization continuing after discharge for not more than a year and may not be discharged from such restored position without cause within one year after restoration.

"4. The employee must be restored to his former position if he is still qualified to perform the duties thereof or to a position of like seniority, status and pay.

"5. If the employee is not qualified to perform the duties of the position by reason of disability sustained during his term of service or training in the armed forces, then he must be restored to such other position, the duties of which he is qualified to perform, as will provide him like seniority, status and pay or the nearest approximation thereof.

"6. No duty rests on the employer if his circumstances have so changed as to make it impossible or unreasonable to reemploy the employee.

"7. The employee should be restored without loss of seniority and is entitled to participate in insurance or other benefits offered by the employer pursuant to established rules and practices relating to employees on furlough or leave of absence in effect with the employer at the time the employee was inducted.

"8. Reemployment rights are applicable to enlistees and reserve personnel as well as to persons who may be inducted. Although persons may not

be inducted within 90 days after June 24, 1948, the effective date of the new draft act, those voluntarily enlisting or called to active duty subsequent to that date are entitled to reemployment rights and benefits conferred by the Act, subject to certain limitations on length of service.

"9. The Bureau of Veterans' Reemployment Rights in the U. S. Department of Labor has the responsibility for assistance in connection with reemployment rights under the new draft. This Bureau is currently assisting World War II veterans to obtain their former jobs."

Employers, ex-servicemen and others interested may obtain information on reemployment rights from the field or area offices of the Bureau of Veterans' Reemployment Rights, Department of Labor at Boston, New York City, Washington, D. C., Philadelphia, Pittsburgh, Atlanta, Cleveland, Detroit, Louisville, Chicago, St. Paul, Kansas City, Denver, Dallas, San Francisco, Los Angeles, and Seattle.

FOREIGN TRADE

Trade Agreements

The second session of the contracting parties to the General Agreement on Tariffs and Trade, which opened in Geneva August 16, completed its work September 14, after laying plans designed to increase further the value of the Agreement to the countries already parties, including the United States, and to enable more countries to become parties.

The major accomplishment of the meeting, the State Department reports, is adoption of procedures for bringing additional countries into the Agreement. Requests for concessions are to be exchanged between the present parties and the new countries by January 15, 1949. Negotiations are scheduled to begin at Geneva, April 11, 1949. The new countries which will negotiate are Denmark, Dominican Republic, El Salvador, Finland, Greece, Haiti, Italy, Nicaragua, Peru, Sweden, and Uruguay.

A substantial number of countries agreed to extend to western Germany most-favored-nation treatment with respect to merchandise trade on a reciprocal basis.

Forthcoming Meetings

- October 14-16—Florida Cannery Association, 17th Annual Meeting, Soreno Hotel, St. Petersburg, Fla.
- October 21-23—Texas Cannery Association, Annual Convention, Gran Hotel Ancira, Monterrey, Mexico
- October 27—National Pickle Packers Association, Annual Meeting, Sheraton Hotel, Chicago, Ill.
- November 4-5—Ozark Cannery Association, Fall Meeting, Colonial Hotel, Springfield, Mo.
- November 4-6—Association of Pacific Fisheries, 35th Annual Convention, Empress Hotel, Victoria, B. C.
- November 5-9—Wisconsin Cannery Association, Annual Convention, Schroeder Hotel, Milwaukee, Wis.
- November 10—Association of Cannery State and Regional Secretaries, Annual Fall Meeting, Palmer House, Chicago, Ill.
- November 10-12—National Cannery Association, Board of Directors and Administrative Council, Fall Meeting, Palmer House, Chicago, Ill.
- November 15-16—Illinois Cannery Association, Fall Meeting, Chicago, Ill.
- November 18-19—Indiana Cannery Association, Fall Convention, Claypool Hotel, Indianapolis
- November 22-23—Iowa-Nebraska Cannery Association, Annual Convention, Hotel Savary, Des Moines, Iowa
- November 22-23—Tri-State Packers Association, Fall Convention, Hotel Traymore, Atlantic City, N. J.
- November 29-December 10—Association of New York State Cannery, Inc., Fieldmen's Short Course, Cornell University, Ithaca, N. Y.
- November 30-December 1—Pennsylvania Cannery Association, 34th Annual Convention, Penn-Harris Hotel, Harrisburg, Pa.
- December 2-3—Georgia Cannery Association, Annual Meeting, Hotel DeSoto, Savannah
- December 6—Maine Cannery Association, Annual Meeting, Falmouth Hotel, Portland
- December 9-10—Association of New York State Cannery, Inc., 63rd Annual Meeting, Hotel Statler, Buffalo, N. Y.
- December 10—Michigan Cannery Association, Winter Meeting, Pantlind Hotel, Grand Rapids, Mich.
- December 14-15—Ohio Cannery Association, Annual Meeting, Deshler-Wallick Hotel, Columbus, Ohio
- December 16—Minnesota Cannery Association, Annual Convention, Hotel Radisson, Minneapolis, Minn.
- January 6-7—Northwest Cannery Association, 1949 Annual Meeting, Olympic Hotel, Seattle, Wash.
- January 11-14—National-American Wholesale Grocers Association, 1949 Convention, Ambassador Hotel, Atlantic City, N. J.
- January 14-20—National Cannery Association, 42nd Annual Convention, Atlantic City, N. J.
- January 15-19—Canning Machinery & Supplies Association, Annual Exhibit, Convention Hall, Atlantic City, N. J.
- February 9-11—Ozark Cannery Association, 41st Annual Convention, Colonial Hotel, Springfield, Mo.
- February 14-15—Tennessee-Kentucky Cannery Association, Annual Meeting, Andrew Jackson Hotel, Nashville, Tenn.

State Secretaries to Meet

The annual fall meeting of the State Secretaries will be held Wednesday, November 10, in the Palmer House, Chicago, according to an announcement by W. H. Sherman, secretary-treasurer of the Association of Cannery State and Regional Secretaries.

CONVENTION

Invitation to 1949 Convention

Another move in the direction of promotion of the 1949 Canners Convention was made recently by the Canning Machinery and Supplies Association when it issued to its membership supplies of invitations which will be presented to canners by suppliers and will be used later to register canners, brokers, wholesalers and retailers at the Convention.

On receipt of the completed registration card, the CM&SA will make out a Canners Badge, put it in an envelope with a copy of the program, and send a postcard to the Canner telling him that his badge will be ready for him when he arrives and tell him where to call for it.

Canned Foods Merchandising

(Concluded from page 333)

a convincing presentation that is practical, down-to-earth, and arresting, in order to overcome what many persons have felt to be a weakness of merchandising presentations; namely, that too frequently they result in common generalities.

Announcement of the speakers assigned by the various groups will be made as soon as the selections have been reported to the Association. Other details of the Convention program will be made as promptly as they are finalized.

PERSONNEL

Charles R. Carry Elected

Charles R. Carry, Director of the Association's Fishery Products Division, was elected to the post of Division Vice President for Commercial Fishing at the 78th annual meeting of the American Fisheries Society in Atlantic City, N. J., September 13-16.

Dr. Mahoney Honored

Dr. Charles H. Mahoney, Director of the Association's Raw Products Bureau, recently was elected to chairmanships in two scientific organizations.

He was chosen general chairman of the National Joint Committee on Fertilizer Application. A. L. Lang, Illi-

nois Agricultural Experiment Station, was elected vice chairman, and Dr. Malcolm H. McVickar general secretary.

Dr. Mahoney also was elected chairman of the processing section of the American Society for Horticultural Science.

Home Economics Materials

(Concluded from page 333)

Many of the requests come in the form of coupons from teachers who have seen notices of educational materials in professional magazines. Others write special requests such as those received from city or state supervisors of Home Economics who send lists of the teachers, asking that N.C.A. send them canned foods lesson materials. Among the month's requests received were some from Home Service Departments of Utilities saying that the fall demonstrations and classes were beginning and asking for material about canned foods to be included.

There is a steady request for recipes to use in school lunch rooms and for group feeding services. Among the requests received in September for the regular quantity recipe book using canned foods was one from a city restaurant association requesting copies for members, and one from the dean of students of a large university requesting copies for use in 75 food units such as dining halls, dormitories, fraternities and sororities.

STATISTICS

Red Pitted Cherry Pack

The 1948 pack of canned red pitted cherries totaled 3,552,210 actual cases, 48 percent more than the 1947 pack of 2,396,834 cases, the Association's Division of Statistics reports.

The following table compares the 1948 and 1947 packs by areas:

	1948 (actual cases)	1947 (actual cases)
New York and Pa.	324,825	313,661
Mich., Wis., and Ohio ...	3,099,537	1,975,560
Western ¹	127,848	107,613
Total	3,552,210	2,396,834

¹ Includes Colo., Idaho, Nebr., Mont., Wash., Ore., and Utah.

Freight Carloadings

Freight carloadings of food products in cans and packages during the fourth quarter of 1948 are expected to amount to 107,651 cars, 1.3 percent over the loadings of 106,228 cars in the corresponding period of 1947, according to the Association of American Railroads.

PMA Standards for Peas

Notice of the proposed issuance of U. S. standards for grades of canned field peas and canned black-eye peas was published in the *Federal Register* of September 23.

TABLE OF CONTENTS

	PAGE		PAGE
Canners Convention		Procurement	
Wholesale-canner contracts at Canners Convention	333	Mexican canned meat	334
Symposium on canned foods merchandising scheduled for important session of 1949 Canners Convention	333	Army contract awards	334
Invitation to 1949 Convention	336	Invitations to bid	334
Home Economics		QMC food costs cited	334
Home Economics materials being mailed in heavy volume	333	Labor	
Meetings		Selective service act of 1948 enjoins employers to rehire personnel completing military service	335
N.C.A. at Florida meeting	333	Foreign Trade	
Forthcoming meetings	335	Trade agreements	335
State secretaries to meet	335	Personnel	
Association Activities		Charles R. Carry elected	336
1948 Canners Directory mailed this week	333	Dr. Mahoney honored	336
Trade Practices		Statistics	
Freight absorption hearings	333	Red pitted cherry pack	336
		Freight carloadings	336
		Standards	
		PMA standards for peas	336